

NHP Naval Hospital Pensacola



MARKETING: IMAGE AND BRAND DEVELOPMENT

Managed Care Department

Introduction

- Definitions
- Consumer Survey
- Marketing Strategy
- Marketing Model
- Marketing Plan
- Action Programs



Marketing Definition

- "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."

Facets of Marketing

- A philosophy, an attitude, a perspective, or a management orientation that stresses customer satisfaction.
- A set of activities used to implement this philosophy.

Lamb, Hair, and McDaniel. Marketing. South-Western College Publishing, Cincinnati, OH. 1996. p. 6.

Image/Brand Development

- **Image** - "The collective perception of an organization's product/service by key constituents which are defined more by deeds than by words."
 - ✓ The perception of that brand elicits a response as to favorable or unfavorable feelings.
- **Brand** - "A name, term, sign, symbol, or combination thereof that distinguishes the product/service from its competitors."

Lamb, Hair, and McDaniel. Marketing. South-Western College Publishing, Cincinnati, OH. 1996. p. 297.

Brand-Customer Relationship

- **Coherent Brand Message** - sets expectations across organization for your product/service
- **Perfect Touch Points** - all interactions between the organization and consumers which shapes their perceptions
- **Cultivate Relationships** - listen, learn, respond
- **Strengthen Brand Over Time** -recalibrate and continue to develop

Barriers: Brand Building

- Understanding the customer's perception
- Credibility
- Deliver precise messages
- Compel our customers to change their assumptions
- Build awareness
- Create a sense of relevance (we are important to our customers)

Brand Development

- Understand the market climate and marketing strengths and weaknesses
- Develop a marketing strategy
- Develop a marketing plan
- Implement the marketing plan
- Monitor the success of the plan

Brands/Images: MHS

- Brand is linked to TRICARE. Very little differentiation among MTFs.
- Image is differentiated by beneficiaries:
 - ✓ AD - MEPS/Boot Camp
 - ✓ ADFM - Influenced by AD member
 - ✓ Retirees - Broken Promises
 - ✓ Retiree Family Members - M*A*S*H

Marketing Strategy

- **Targeting** - to whom are you going to market the products/services (market segmentation)?
- **Positioning** - how do you differentiate your product or service from your competitors?
- **Product/service attributes** - what features will the product/service have?
- **Marketing Communications** - how are you going to reach the target market and what is the message?

Marketing Strategy

- **Pricing** - what price will you charge the target population?
- **Distribution** - what marketing channels will you use to sell/deliver the product/service?
- **Customer Service** - how will you manage additional customer needs?

Marketing Plan

- **Image - Plan must be:**
 - ✓ Patient/Customer Centered - Provider focused
 - ✓ Differentiated - MTF focused
 - ✓ Obtainable - Adhere to Aims of IOM
 - ✓ Sustainable - Customer Service focused
- **Brand - Plan must build/create:**
 - ✓ Relationships - Loyalty
 - ✓ Value in our services - Change perceptions
 - ✓ What we would like to become - World Class

SWOT: Differential Advantages

- Consumer Loyalty
- Cost
- Quality of Care
 - ✓ Time spent with patient by providers
 - ✓ Provider Qualifications
 - ✓ Resources

SWOT: Disadvantages

- Culture
- Provider Instability
- Access to Care
- Promotion Limitations
- Image
 - ✓ Active Duty
 - ✓ Limited Exposure
 - ✓ Hearsay



Market Segmentation

- 30,584 - Eligible not enrolled in PRIME
 - ✓ 2,223 - Active Duty Dependents
 - ✓ 28,361 - Retired / Retired Dependents
 - 12,464 - Over age 65
 - 15,897 - Under age 65

**10,021 Under age 65 within 10 miles of
MTF (NHP & Whiting Field BMC)**

Geographic Analysis

■ Concentration of Target Population



Demographic Analysis

- Under 65 not enrolled in TRICARE PRIME
 - ✓ 62 % are under 49 years old
 - ✓ 63% are married
 - ✓ 33% have one or more children under 18
 - ✓ 65% are employed
 - ✓ 60% have household income over \$35K
 - ✓ 51% have some college education
 - ✓ 74% are homeowners
 - ✓ 61% have internet access

Marketing: "Four Ps" + Patient

- **Product** - (Heart of the marketing mix) - the service or material provided by the organization.
- **Place** - (Distribution) - all business activities designed to deliver the service/product.
- **Price** - (Direct / Indirect) - cost of service/product.
- **Promotion** - (Direct / Indirect) - communication of the service/product and its benefits to the consumer
- **Patient**

Consumer Survey: "Four Cs" + 1

- **Convenience** - Short wait times, one stop shopping, location, access
 - ✓ Top 5 Criteria - 84% - Access, Location/Proximity, Promptness (seen on time), Claims filed in timely manner, Cost
- **Communication** - Providers / Staff listen to consumer and communicate effectively
 - ✓ Top 5 Criteria - 80% - Listens, Takes time with patient, Explains (tests, procedures, DX, TX, etc.), Good communication skills, Provider / Patient "team approach to health care management

Consumer Survey: "Four Cs" + 1

- **Compassion** - Providers / Staff express concern and a friendly attitude
 - ✓ Top 5 Criteria - 74% - Care/Concern, Friendly, Bedside manner/personality, Treat patient with respect, Treat patient as an individual
- **Competence** - Quality care delivered by professional staff at all levels
 - ✓ Top 5 Criteria - 64% - Knowledge, Reputation, Experience, Qualifications / Credentials, Professional
- **Cost** - Out of pocket cost, insurance coverage

Aims of the Institute of Medicine

- **Safe** - Avoiding injuries to patients from the care that is intended to help them.
- **Effective** - Providing services based on scientific knowledge to all who could benefit and refraining from providing services to those not likely to benefit.
- **Patient-centered** - Providing care that is respectful of and responsive to individual patient preferences, needs, and values and ensuring that patient values guide all clinical decisions.

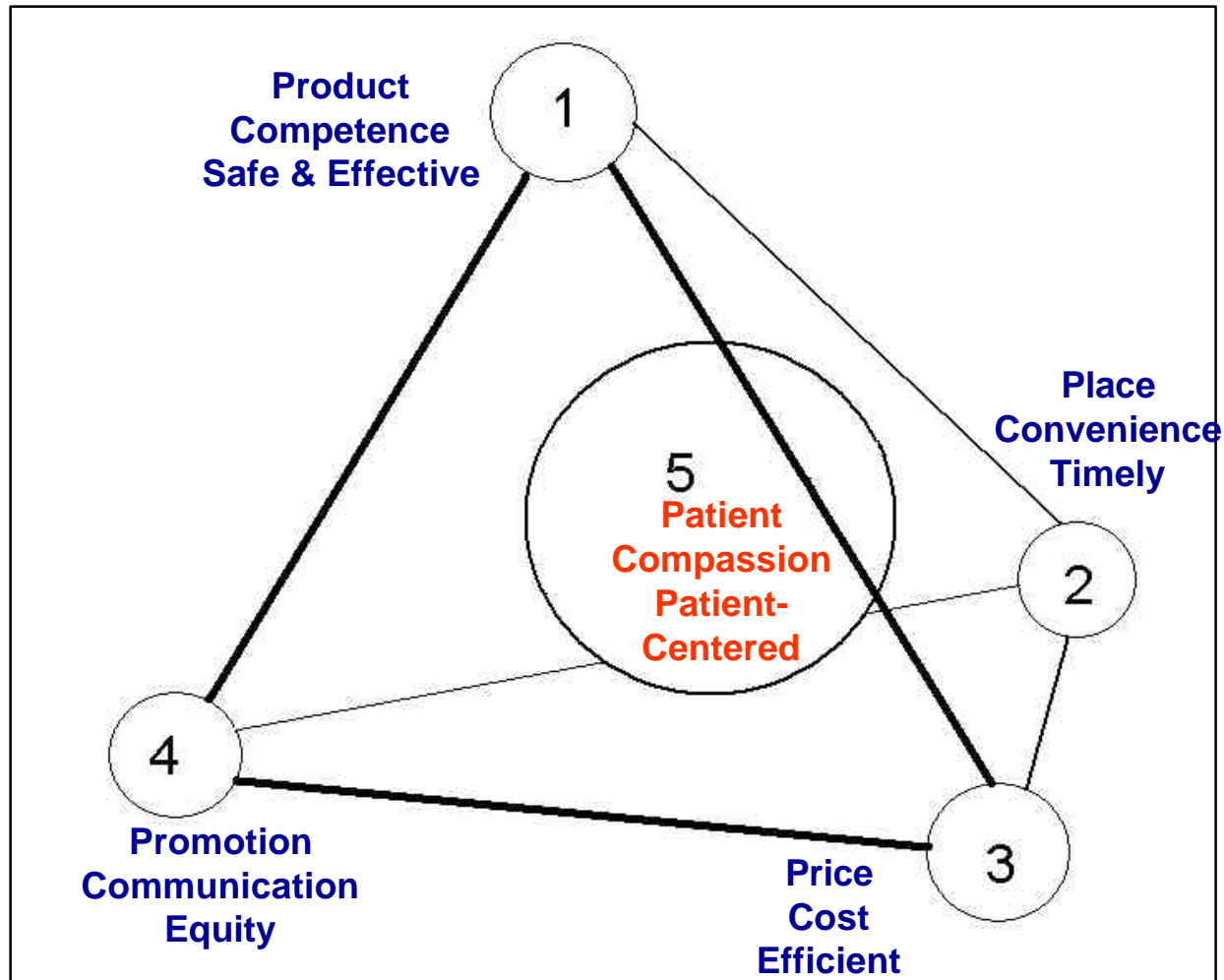
Aims of the Institute of Medicine

- **Timely** - Reducing waits and sometimes harmful delays for both those who receive and those who give care.
- **Efficient** - Avoiding waste, in particular waste of equipment, supplies, ideas, and energy.
- **Equitable** - Providing care that does not vary in quality because of personal characteristics such as gender, ethnicity, geographic location and socioeconomic status.

SP3 Decision Model

Criterion	"Four Ps"	"Four Cs"	Aims of IOM
1	Product	Competence	Safe/Effective
2	Place	Convenience	Timely
3	Price	[Cost]	Efficient
4	Promotion	Communication	Equitable
5	[Patient]	Compassion	Patient-Centered

SP3 Decision Model



SP3 Decision Model: Purpose

- Use as a framework to create marketing action programs
- Use the model to justify action programs and support associated funding
- Use the model as a simplistic example to highlight the purpose and goal of action programs for all personnel regardless of rank or position.

Quality Initiatives

- **IMPACT**
 - ✓ Patient Access and Flow
 - ✓ Patient Safety
- Malcolm Baldrige National Quality Program
- Crew Resource Management Training
- Muddy Boots



Action Programs

- Access to Care
- Customer Relations Refresher Training
 - ✓ Corporate Self-Talk
 - ✓ Actual Scenarios applied to Aims of IOM
- Customer Value Strategy - Departments
- Customer Service Recognition Programs
- Community Involvement
 - ✓ Health Seminars / Fairs
 - ✓ Chamber of Commerce
 - ✓ Florida State Fair

Action Programs

- Brochures
 - ✓ Hospital history and services
 - ✓ Birth Product Line
 - ✓ Primary Care Clinics
 - ✓ Specialty Care Clinics
- Television Media
 - ✓ Weather Channel/Cable
 - ✓ BLAB-TV/Local Access
- Yellow Pages
- Health Information Library

Action Programs



- Health Services Consumer Council
- Enhanced PRIME Program
 - ✓ Preferred Appointments
 - ✓ Preferred Parking
 - ✓ Preferred Pharmacy
 - ✓ Rapid Patient Registration


Action Programs


- Electronic Sign
- Message Center
 - ✓ Internal Marketing
 - ✓ External Marketing



Action Programs

- Provider Information
- Family Centered Care Program
- Print Media
- Welcome Aboard Information



NHP Naval Hospital Pensacola 

Welcomes
Nancy Delaney, M.D.
LCDR, MC, USN

Dr. Nancy Delaney graduated from Dartmouth Medical School, and completed her residency in Internal Medicine at Portsmouth Naval Medical Center. Board Certified in Internal Medicine, Dr. Delaney also completed a Fellowship in Rheumatology.

"I look forward to taking care of our retired beneficiaries. They worked hard for us in the past, and now it's my turn to help them."

Dr. Nancy Delaney is accepting TRICARE Prime patients in the Internal Medicine Clinic. For appointments, call

505-7171

Action Programs

- Labor, Delivery, Recovery, and Post Partum Suites
 - ✓ Open House
 - ✓ Television Coverage
 - ✓ Brochure
 - ✓ Virtual Web Tour
 - ✓ Health Promotion amenities
 - ✓ Special candle light meal



Action Programs

- Health Promotions

ACHIEVING BALANCE:

Healthy Mind, Healthy Body and Healthy Spirit

At the Naval Hospital Pensacola Health, we strive to achieve balance by coaching our clients to a personal change in behavior by providing activities, workshops, classes, and programs that improve the overall health and well-being of our population.

Our mission is to "Force Health Protection. Promoting, protecting, and restoring the health of our Sailors and Marines, families, retired veterans, and all others entrusted to our care anytime, anywhere." Here is a list of services that we offer in both group and individual formats:

- Tobacco Cessation
- Stress Management
- Hypertension Management
- Nutrition and Weight Management
- Preventive Health Assessments (Active Duty only)
- Annual Health Excellence & Fitness Symposium
- Diabetes Management
- Breast Health Education
- Women's and Children's Health Education
- Pregnancy and Lactation
- Health Promotions Professional Staff Wellness Resource Room
- Main hospital Learning Resource Center (opening soon)
- Health Promotion Programs and assistance are available in all Branch Medical Clinics

For more information, please phone us at:

505-6339

NHP Naval Hospital Pensacola 

Naval Hospital Pensacola's Health Promotion Efforts Earn 2nd "Gold Star"

Naval Hospital Pensacola's Health Promotion efforts have earned the command the 2002 Navy and Marine Corps Command Excellence in Health Promotion Award.

It is the second consecutive Navy-wide Gold Star Award for excellence in health promotion for the Naval Hospital.

The Gold Star Award recognizes the highest level of achievement to the hospital's commitment to 72,000 area Department of Defense-eligible beneficiaries in Northwest Florida and South Alabama. It also includes its

direction of health promotion programs at the hospital's clinics in Panama City and Whiting Field, Fla.; Gulfport, Meridian and Pascagoula, Miss.; New Orleans and Millington, Tenn.

Established in 1995, the award recognizes Navy and Marine Corps commands that have implemented successful population-based health promotion programs.

The award is given to commands that have met the requirements for a health promotion program on three achievement levels: Gold Star (highest level), Silver Eagle (medium level), and Bronze Anchor (lowest level). Each level is distinguished by such criteria as resources, staffing and stage of development of each component of the program.

The announcement was made recently by Capt. David M. Sack, Navy Environmental Health Center's commanding officer.

NHP Naval Hospital Pensacola 

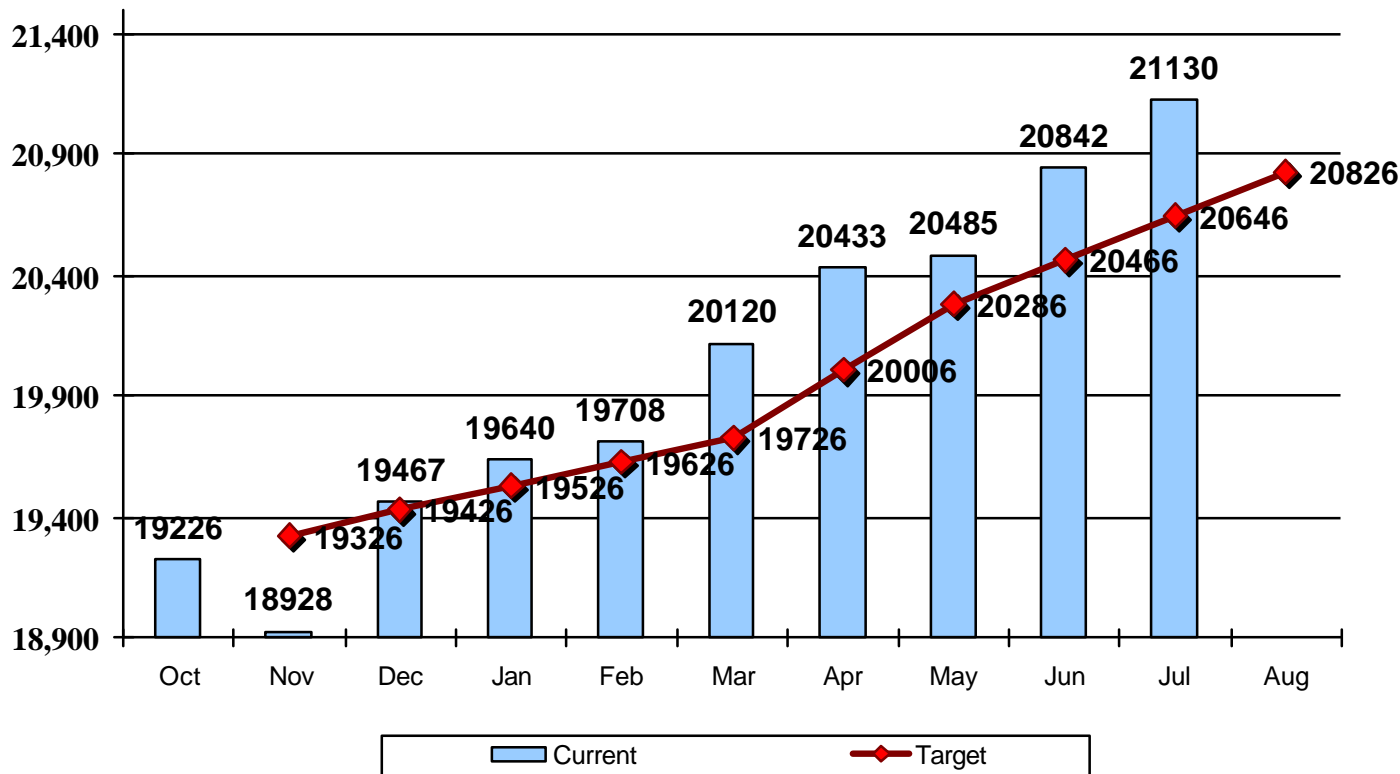
6000 West Highway 98

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Web-site: psaweb.med.navy.mil

PRIME Enrollment

- Enrollment Goal - Increase by 5,000 in 2 years
- Meeting goal will increase Inpatient care by 25% in 2 years



Conclusion

- **We have the ability to compete**
- **We have the resources to compete**
- **We must compete**

